

So, Here's The Thing Episode 150

Laylee: Welcome to. So here's the thing, the podcast for small business owners, entrepreneurs, and creative educators who are ready to take their business to the next level through candid conversations, tactical approaches, and a few unpopular opinions. We're lifting the veil on what it takes to build both a life and a business that you love.

I'm your host, Laylee Emadi, a coach for creatives and founder of the Creative Educator Academy, where I help entrepreneurs step into the role of industry leaders and educators. I'm so glad that you're here. Now let's jump into today's episode. Hey friends, welcome back to the show today. I am pumped because we have got Tayler Hollman with us.

She is the founder of Angie. She's a marketing consultant and small business builder. And I can't wait to tell you guys all about Angie. This already sounds like a sales pitch. I promise it's not like I just started my free trial with them. Oh, like a week and a half ago. And it's just such a super cool tool to use.

And you guys know, I like sharing that, but beyond that, I'm excited to learn from Taylor about marketing. And I know you are too, because it is. Let's be real. It's, it's the thing all of us kind of struggle with. So in her newest endeavor, Taylor's taking everything she's learned over nearly a decade of helping small businesses with marketing to design and build a suite of online marketing tools that fit your lifestyle and make sense for you, which sounds again, phenomenal.

So I'm pumped to talk about this, learn about Angie and beyond that, we're going to talk all about marketing and how to make sure that it's actually working. So Taylor, welcome to the show. Thanks so much for being here.

Tayler: Thank you so much for having me lately. I seriously, you know, you're one of those folks that the internet, the worlds are just circling.

And I'm so glad that we finally collided because you and I have a shit ton in common.

Laylee: I know we have so much in common. We have so many people in common. And every time I talk to you, which I think we've only actually chatted like face to face twice. But, this is like the second time. Totally. But every time we do, I'm like, me too.

Me too. Every time. It's so funny. I love hearing, you know, the, the background of founders, especially so, uh, obviously you were marketing expert, a consultant and a small business builder. And now the founder of Enji, like, how did this all come about for you?

Taylor: You know, it, this is not the life path that I thought I was going to be on.

I, I went to grad school and got a master's in sociology after getting a degree in psychology because I thought I wanted nothing more than to spend my life in a classroom and be a community college professor and just like teach people things. And being a, an older geriatric millennial, you know, we, we all like graduated at the worst possible time.

And so I just, I universe said, Taylor, you're not going to spend your life in a classroom. So go figure it out. I was like, cool, cool, cool. So I did a couple of stints, like trying to work for corporations and it was abundantly clear that that was not going to work. I like kept getting in trouble everywhere that I worked in a kind of a good way.

Like I'm one of those people that if I see something that isn't efficient, I immediately go, well, we can, we can fix this. How do we make this better? Why would we keep doing something that's kind of whack? And that mentality is great in the entrepreneurial startup world. It's really terrible when you're trying to fit into a corporate sandbox.

And so, hence, I figured out after I'm not gonna lie. I have been. Hi, my name is Taylor Holman. I've been on a PIP before. So after getting put on a PIP, I was like, I'm done with this. I landed in the, you know, small business space, not really knowing what I was going to do. And that's how I became a marketing consultant.

And then one of my clients was a startup. And so that was really my first experience in like the startup world, which is very strange, unique. You kind of have to be a masochist to get on that crazy train, but then. A couple of years ago during COVID, you know, here we go. It's like, Taylor has an idea for startup.

I guess we're going to make this happen. And so I'm back in this space, but it's been a very nonlinear journey. And for me, who I am a person who likes to have. All my ducks in a row. I like, I am also kind of a control freak. And so it's very ironic that my life and my career have unfolded the way that it has, or they have, because it's been the antithesis of here's the plan, do the plan.

It was just like, get like, you're going to end up somewhere. And I hope you make the most of it.

Laylee: I kind of love that. I feel like People who are type A and like, people who are, I need the plan, I need, that's me, by the way. Let me just, I'll just go ahead and say that. I feel like we're the ones that get thrown for a loop the most because we probably need it the most, right?

Tayler: Maybe. You know, yeah. Maybe it's just the world's way of saying, hey, this is how we're going to facilitate some growth in you, right? Yeah. Here's the way. Live in the gray, which is really hard to do for people like, I think me and you.

Laylee: Yeah, for sure. Uh, well, I love here. I love hearing a little bit about your background and especially about kind of how you, how Enji came to be.

What, what, like, where does the name Enji come from? This is literally just something I'm curious about. So many people ask. And so I

Tayler: actually, my copywriting partner, Jillian Griffith of GG Copywriting, which she and I have a partnership under one of my other businesses because I'm a serial entrepreneur, right?

Who's not, but I, when we were in the very early stages of getting Enji off of the ground, I was like, I don't know what this thing is going to be called. So let me, let me tap in and hire one of my really smart friends. And so I basically completed a questionnaire with her and told her just kind of some background about what I thought this thing would be.

And a couple of my sort of parameters were, I didn't want it to be something that meant anything to anyone, and I wanted it to be short. And so, she came up with, like, 50 different options, and this was on the list. And it's basically a play off of the word engine, because Engie is helping you build your marketing engine.

But You know, the way that we spell it turns out that it's a masculine Japanese name. So currently, if you, if you just Google Enji, you're going to get a lot of anime that comes up and like some NG marketing stuff. But, you know, through the power and exercise of SEO, I will get to the point where Enji is, the internet understands Enji is Enji.

Laylee: That's amazing. Okay. I love that so much. Like, Nobody Google just or Google it and click on it and we'll, we'll build it up. Um, I love that. That's amazing. I, I feel like. One, this reminds me of Spanx, you know, have you heard like how, how the Spanx founder named it? It was like a made up. She was like, I heard made up words that don't mean anything performed better and they're short and they're snappy.

And I love to say, Angie, this is just kind of like side note for my, for my listeners out there who maybe are like me and I'm terrible at naming things. Every course, every program, I'm just going to, I'll throw myself under the bus here. My conference is called the creative educator conference. It's literally self descriptive.

My course was the Creative Educator Academy. I'm literally like, how descriptive can a title be? But I love the thought that a company name and a product name being so, like, short, snappy, easy, and also kind of fun to say. Like, it rolls off the tongue. Anyway. Totally.

Taylor: Totally. Yeah. I really appreciate Something not meaning anything in particular because, you know, it gives us the creative freedom to really define what this word means, right?

I mean, maybe someday in the future we're going to be like Google, where, you know, Google and Uber are company names, but also kind of verbs and actions that you take. So it's just kind of one of those big pie in the sky. Like, Oh, I'm going to start a bazillion dollar tech company and it's going to be called Enji.

Laylee: I love it. And then we'll say, did you Enji that? Yeah. So good. Um, well, that's amazing. Okay. So let's dive into like all the helpful marketing stuff. Cause I know that's why people are listening, but I hope people like that tangent because I sure did. I've been, I've been meaning to ask that for so long too.

Um, okay. I would love to know, and I saw you post something about this. On Instagram. And if you guys aren't following Taylor and Enji, you need to go follow cause it's, it's so great to get some tips there, but I saw you put something about how do you know that your marketing is working and that's a question I would just love for you to, to dive into and tell us about, like, how do you know, I think so often we do what we're told with, with marketing, especially if you're doing, let's say like.

Let's say you're wanting to grow your Instagram following or your awareness or brand awareness and visibility through social media or through email

marketing. How do you know it's actually working if you're doing all the things you're told?

Taylor: Yeah. You know, this is one of those things that I wish that people were a little bit more adult about when it comes, when it comes to their business and how they run it.

And I say that with all the love, like soft kid gloves. I'm not trying to be mean or like make anyone feel super called out on this. But, you know, when most small business owners wake up every day, they have no clue if they're going to do anything around marketing that day. And even if they decide, hey, like I do want to, they don't know what they're going to do.

So it's just a lot of marketing by accident is basically what happens. And so when you're marketing by accident, it's almost impossible to know if your marketing is working because there's no structure to what you're doing. It's just the epitome of the cliché of throwing spaghetti against the wall and seeing what sticks.

And so the other kind of problem with this, and this will be related to the solution, is the fact that most people are just operating off of their, their intuition and their gut all the time. And those 100 percent have a place in your decision making process and they're very valuable tools. Like I say this to my co founders all the time.

I'm like, Why? Because I just know, right? Like it is, it is a valid thing to say sometimes, but to just make decisions off of your gut time and time again, over and over and over puts you in a situation where you're like, okay, well, I don't know what's working because I've not tracked anything. So the first thing that people need to do in order to know whether or not their marketing is working is have goals, objectives, and targets.

So you actually have something to judge your performance against. Right? Like, if you don't know that my goal is to get 10 leads a month. Then how are you supposed to make a judgment call on whether or not you're doing a good or a bad job?

Laylee: Yeah,

Taylor: and so that's super important and foundational and extremely easy for people to do but it's something

Laylee: that is overlooked I'm, like is it easy though?

Like tell me how that's I feel like so many people would be like How do I even come up with that? That's true. You

Taylor: know You know, yes, that's a good call out like sometimes sometimes what I think is easy You is made more complicated by the fact that a lot of people overthink everything.

Laylee: Yes. Sorry. I'm like, yeah, I'm literally like, absolutely.

Because I know personally, and my listeners know, I love to be the first one to raise my hand and be like, Oop, that's me. I overthink everything to death. So I would love to hear your insights on that.

Taylor: Yeah, so when it comes to setting goals, I think what people, there's kind of tiers to how I think about goals.

There's the really big, audacious goal that's your big vision for your business and yourself and your lifestyle and all that kind of stuff. And that's very, in most cases, It's not a very tangible thing, right? It's just this thing that you know, you want to be. And so there's, there's that big goal, but then.

In order to actually make progress toward any sort of goal, I like to have stepping stones, right, like, I'll just tick, I'll just keep ticking these things off to make progress to the, you know, the final destination. And so under that big and audacious goal, I like to have goals that are kind of guides. So, sometime, I mean, within Engie, the way that we frame out goals are things like, you want to book more leads, or you want to do a better job with SEO, or you want to build your brand.

And those are still kind of intangible, but getting a little bit closer to something you can measure. And then beneath that, we have objectives. And so these are the things that you can set actual numbers to and targets to know that if your goal is to do a better job at SEO, then one of your objectives could be increasing traffic to your website.

And that's something that you can put a number to. And so, you know, just, just seeing the end destination without having any sort of roadmap to get there, Is, it puts you in a place of extreme emotional overwhelm because there are just all of the options. Right? And that's how people end up overthinking things.

It's because, okay, well I have a hundred million ways I could go about this, so which one do I do? Right? Like, that's, that's why people, I think, get into that emotional, like, uh, over, like, overthinking loop.

Laylee: Yeah, I love that you shared that. Thank you so much, because I feel like that's one thing. Like I said, I started the free trial of Enji a couple of weeks ago.

And as like a former curriculum designer for my school district, I was like, okay, Enji, tell me you're an educator without telling me you're an educator, like the goals and objectives, the way that's laid out, the way a curriculum would be. And I just felt like it was like. on the down low teaching me the things I didn't know I need to be taught about my marketing strategy.

So I loved that. And then as you said, being able to kind of track those and see if they're working, that's amazing.

Taylor: That makes me so happy that you picked up on that because as a former educator, I'm like, I don't, you know, you never know if people are picking up and you just hope. And that is one of the goals.

It's basically me as a marketing consultant turned into software. And as a marketing consultant, It's very important to me that I am not just leading the horse to water or teaching, giving the man a fish, whatever analogy makes the most sense here. Like, it is very important that I am teaching people how to be better marketers.

And so that's why a lot of, I mean, throughout Engie, there are There are tips, there are tools, there are guides, right? Like, I don't ever want someone to feel like, I don't know what to do next. Um, but yes, thank you. You're making my, my, my former teacher so happy that that stood out to you.

Laylee: Yeah, it absolutely did.

I feel like anybody who's gone through like, formal educational training will totally recognize it. And the people who don't recognize it will just think to themselves, Wow. This was very informative and like, what a cool little quiz and placement. And you know, I never thought of this this way. So I loved seeing that.

Um, And so, let's talk a little bit more, I guess, about how you would suggest getting started really understanding when marketing's working for you, when

it's not, when you need to make a pivot into trying a different marketing tactic or tool, maybe?

Taylor: Yeah. And so, this is where we get into the, you have to track your metrics part of the conversation.

KPI. KPI's. And I can hear the collective sigh. And like, a little bit of everyone listening, dying inside, because they're like, God, no, I don't want to do this. Or the like, what is a KPI? What is a KPI? KPI stands for key performance indicator. You know, it's, it's numbers, right? It's your insights, it's your analytics, it's your metrics, it's all that kind of stuff.

But when you, when you're someone who likes to make decisions based off of your intuition, that is great. But most people will still find themselves in this space where they don't fully trust that they're making the right decision, right? And that's normal. And so how do you know that you're making the right decision for something?

You take your initial gut reaction and then you back it up with the, like the numbers. Do the numbers confirm or deny what it is you're wanting to do? And so this is another one of those things that most small business owners aren't doing. And. Probably because it sounds really complicated and you don't know what numbers you should be tracking.

But if you've set goals, Then your goals are going to tell you, or guide you, they won't literally tell you because they're not humans who can speak. But your goals will guide you toward figuring out what numbers you need to track in order to know. Like, did you do a better job at SEO? Did you achieve the goal of booking or getting more leads?

And so, I mean, I, I tend to recommend people starting off with like, just six to ten KPIs. You know, there are some folks, I mean, some mutual friends of ours even, that I know, like, they're, they've got like, they love spreadsheets, eh, which I do not, and so their, their, like, KPI spreadsheets are crazy, but if you're like me and you can only highlight cells to get a sum in a spreadsheet, that's great.

They're not very helpful. So that's why, like, that's why we ended up building a KPI dashboard and Enji is because I wanted to give. People who are not, like, proficient at formulas and equations within a spreadsheet, a place to track things and actually get information from it. And so, that's the, that's the other piece to really knowing, is something working?

Because you can track things almost by marketing channel, which is just really like, this is one place that I'm doing marketing things. Which for a lot of folks is like Instagram, right? What are you doing on Instagram? And is it helping to translate into more leads? And so for me, that would help me to understand or figure out that I need to track something like the external link clicks.

Right. Or, you know, how many leads am I just straight up getting from Instagram via DM or something like that? So, you know, that's, that's very high level, but it's super important for folks to do.

Laylee: Yeah. And I think honestly, from, from, I think about my own clients and my own coaching students and, and when we chat and they're like, I just don't even know if this is working.

And I ask, you know, like, okay, well, let's look at the numbers and they're like, Oh. Oh, some of them don't even know how to access, you know, the insights and I'm like, okay, well let's start from there. And I think that that's, I mean, if you're listening to this and you don't track anything, this is not like, don't feel bad about it, but it is so helpful and it's so worth, I think the, you know, if you use a tool like Engie or another, whatever tool you want to use that makes it easier.

It can be easy, but it can also just, if you're just starting out, it can be as easy as just kind of glancing at it and just acclimating yourself to understanding those numbers. So I'm glad that you brought that up because I just think that creative minded people sometimes struggle with, with the numbers and with almost putting, I feel like a lot of my clients, if I'm actually reflecting back on the things that they've told me, it's almost like, It puts more emphasis on numbers, which then creates this feeling of maybe comparison or imposter syndrome or the, you know, they feel like, am I giving the, what is it called?

Like the vanity metrics too much, too much stake to which I would answer. And I'd love to hear what you would say to that. But I would say, you know, facts and numbers and figures are, are what you give Like the power you give them is the power that they have. So maybe you look at it more like this is, this is just a number.

It doesn't mean anything other than. You know, where is it working? Where is it not? It doesn't mean it doesn't hold any worth or any power. What do you say to that? When people have you heard that even like, is that something that you come up against when people worry about tracking what they what they come up with?

Taylor: I mean, I'll tell you right now that that is an emotional response that I have to some of the KPIs that I'm tracking. And You know, I don't know that most people have ever really talked to a tech founder. And granted, like, we're, we're not even one years old yet, as at the time of this recording. Like, we're still like the tiniest little baby startup.

I kept

Laylee: forgetting that. That's crazy to me because the product is so good. Okay, I'm sorry. Continue.

Taylor: But so the thing with startups is you're basically never going fast enough. And so I track our total, like active monthly users or active subscribers is really what the KPI is. And every time I look at that number.

There is like an elephant that sits on my chest because it's, it's never a big enough number. Right. And so I say this and I share this because that is a very normal thing to experience is basically disappointment in your performance and not meeting expectations. And. The thing that you, you can, you kind of have like two places you could go with this, you can either just like be sad about it and frustrated, or you can do something about it and running a business and marketing very specifically is a giant experiment.

And so if you, if you don't look at it as an experiment, in my opinion, that's how you end up in that other camp of like just being sad about it rather than feeling empowered and like you have agency to change something. But if you aren't tracking the numbers and you're not informed about your business's performance, then you are not in a position to make really smart decisions about how you can do things differently or better or in a different direction to help you ultimately get to those goals.

Laylee: That's, I feel like that's so empowering for everyone here, myself included, absolutely. Um, thank you for sharing that. That's so great. So I would love to know, you know, now we're tracking our KPIs. We have been convinced like this is something we're going to start doing and we're, we're getting a feel for it.

And we noticed that, okay, our efforts are not, are not going well. Our marketing efforts are not working following all of the advice from all the like other people on Instagram wasn't working How do you how do you when decide it's time to make a change and to what does that look like?

Taylor: The big thing here is to not have knee jerk reactions to things Okay, we all

Laylee: need to

Taylor: hear

Laylee: that

Taylor: Don't have a knee jerk reaction Things that I have really learned from my therapist because I am the queen Yes, no, black, white, like, make a decision.

So yes, it's very important to not have any, like, make knee jerk reaction related decisions because you will go through slumps. Like, sometimes a marketing tactic that is going to work over the long run might not work in the short run, might be working and then have a dip and then pick back up. And so if you decide to yank the plug at the first sign of something not working, you could be doing yourself a major disservice.

So please don't do that. Please resist. It's like we have to live in the discomfort and in the gray and let some of those experiments ride out. And so in marketing, I would say typically you want to experiment with something for a minimum of 30 days. minimum, like depending on what it is. Sometimes for things like advertisements, you need to do this experiment for more like six months, like three to six months before you really have the information to tell whether or not something is working or you have the information to start seeing where you have like leaks in your boat.

Cause that's really, sometimes you're just fine tuning your marketing versus scrapping something and starting over. And so you, this is all a very long winded way of saying like you need to give yourself the time to get the information you need to make informed decisions. But when you see that something isn't working, the other two paths that you could walk down that I mentioned are you can scrap it because it's just like it's trash and you're just burning time and money.

So if you were burning money. And you've spent six months burning money, like, please, like, this is your permission to trash, to trash that marketing tactic. Please don't keep, like, just taking a lighter to the hard earned money that you're making. But then on the other side, you can refine it. And so that, to me, is the harder part to figure out.

Because it's easy to just say, this doesn't work, I'm not doing it anymore. It is much more difficult to figure out what pieces of something might not be working. And a good example with this is if you're doing digital advertisements. So depending on your KPIs, if you know that your ad is getting clicked on a lot, great, that's telling you that the ad creative, the advertisement itself is attractive and is doing its job.

But then if you look at a KPI of click through rate from the advertisement to the landing page and there's a drop off. There will naturally be a drop up drop off, but if there's like a crazy drop off where no one is clicking through, then you probably have a copy problem when you know someone's expanded your ad to read more like you're not motivating them enough to then click through.

And then the last part of this example is on your landing page. If you're not converting there, it could be the offer isn't the right offer, the price isn't the right price, maybe your copy and the story that you're telling there needs to be more persuasive. Maybe there's even something about the design of the page that's like getting in people's way of converting.

And so, you know, landing pages in and of themselves are like this very special can of worms. But, you know, when you are figuring out, okay, well, I know something isn't working about this piece of my marketing. My biggest piece of advice is to not go and change like seven different things about it because then you don't know what the problem was and what change actually was the impactful one.

So again, that takes patience, maybe, you know, more time, a little bit more of an investment on certain things, but that's how you really start to understand all the working parts of your own little marketing experiment and machine that you're building.

Laylee: That was incredibly helpful. I love examples because I feel like it just makes me better understand obviously the process.

And one thing I really loved that you shared was you gave an actual time. I feel like nobody gives actual timeframes to us when, whenever anyone's like, well, how long? And everyone's like, well, it depends, but I love thinking three to six months because I could feel. I found this sounds so creepy. I sound like Lady Gaga.

I can feel my fans. I can feel my listeners like freak out when they hear three to six months because in, in our weird society and our weird industry that feels

like forever. But also I would just, I just want to like counter that initial feeling with we've wasted probably three, six, nine, 12 months on overthinking.

So experimenting for three to six months is totally doable, my friends. Um, but I, I, I really did appreciate the timeline of it for sure. And also just that breakdown on, I feel like everyone needs to go listen to that if you're, especially if you're running ads and, and give yourself a little check on all those little spots.

So I love that you ran us through all of the things that we can troubleshoot, all the ways that we can decide one is our marketing working to, if it's not, what do we do? How do we figure it out and then how to proceed? So I'd love to hear a little bit more about, um, about Enji actually, because as I mentioned many times, I started my free trial and I'm still working through it.

And I'd love to, I'd love to just have you share kind of like a rundown of all of the features because as I'm uncovering them myself, I feel like. I still can't believe and I already said this because I just can't cannot believe it's only less than a year old because it's so thorough that every single feature I'm uncovering is like, Oh my gosh, this is so helpful.

So what are kind of the big features and how can people utilize them in their small businesses? I feel like I have so many people who listen to this who are all over the spectrum in small business, creative entrepreneurship, and of course, education and coaching.

Taylor: Yeah, you know, like I said earlier, Enji is, is me as a marketing consultant turned into software so that small business owners can actually have a fighting chance at managing their own marketing, because honestly, you have no one's been set up for success in this arena, in my opinion.

And that's because You know, if you've even taken the time and effort to document parts of your marketing, they currently probably live across a bunch of tabs on your computer, right? Like Basecamp or Asana and Google Docs and spreadsheets. And then you've got your social media scheduler and now your AI copywriter tool in there, right?

Like, so when things are in, disparate places, it's hard to understand how all the pieces are working together or even the fact that like, these pieces are related to one another. When you, especially when you are not a marketing person, right? Which is like everyone, this marketing responsibility just got plopped on our laps and it's like, hey, you need to be good at this.

Cool. So, What Engie does is it really the core goal is to bring marketing together into one platform home space where stuff starts to make sense. And so the first thing that we ask people to do in Engie is to create a marketing strategy. And it's super easy, you play a game of 20 questions and then, you know, the, the magic that is Taylor having sat here in her office staring at the wall for months at a time figuring out the massive logic tree that's behind the scenes.

You know, you're welcome. What used to take me days of, you know, thinking for clients to create marketing strategies. Now you can get, you know, you hit create my strategy and it happens. And so that then unlocks a bunch of other customizations throughout the tools. But there is a marketing calendar that, I'll plead with everyone now.

Please just leave as like your marketing calendar. Don't put, don't put other non marketing things in there. I'm trying to help you guys like see really what it is you're supposed to do. So there's a marketing calendar, there's a social media scheduler, there's an AI copywriter, there are marketing campaign templates for those moments where In addition to just your overall marketing routine, you're like, Oh shit.

Like I need, I need more of something, right? That's usually the, Oh, I need, I need more sales right now. I need more email list subscribers. And so there are all these templates that you can use to get started and they, they guide you with the tasks that you should be doing. There's a place for you to track your metrics.

And we're currently working on integration so that. All like most of the numbers are just going to automatically get pulled into your accounts. It's one less thing you have to do. And then there's a place for you to organize all of your brand files because I know that your audience is definitely on like the high end of the curve when it comes to knowing, knowing their brand colors, right?

Like sending people the right file types. But a lot of folks are really terrible at that, so we've given people a place to put everything in one spot and easily send them off to collaborators as well. So, you know, that's what ng is today. We're this year. Our big focus is infusing artificial intelligence across more of the tools because time is the enemy here for all of us.

Right? Like it doesn't matter how motivated you are. We are always fighting time because so much of it is being taken from us for, for different aspects of our lives and our businesses. And so that's why our focus this year is really infusing more artificial intelligence so that Engie is really doing more of the

work for you and is a true accelerant because that's what's going to help small business owners the most.

Laylee: I just am so obsessed with like, every time I talk to you, I'm like sold. I just think I, I think it's so beneficial to have one, like you said, everything in one place as somebody who is currently operating with everything in a lot of places across my Desktop and my team's desktop, you know, it's so nice to have, like I said, just that really quick thing and just the thought of everything getting pulled in automatically and, and being integrated.

It just sounds amazing. So thanks for sharing that little mini tour. And I hope that if you're listening to this and it sounds interesting to you that you'll go check out NG and we'll link everything of course, in our show notes. And there's, they actually have a great, I've sent this video to like three of my friends, but the, um, like the demo.

Video that you guys have is such a great, quick, concise, and easy watch on YouTube. So, uh, we'll link all of that for you guys as well. But as we wrap up this episode, aside from me, just like non stop gushing about, about you and about Enji, I'd love to hear your unpopular opinion about marketing as a small business.

Taylor: Ooh, my unpopular opinion of this. You probably have a million. Yeah, I know. I'm like, which one am I gonna pick? Because, like, I mean, I know that the listeners can't see this, but you can see my, my very fancy wallpaper in my office of customer discovery thoughts. But I do have one of them that's It says things small business owners say to me and I write things down that people just say casually to me.

Like, you know, it's no big deal. And the first one is I hate marketing and my unpopular, I'm going to use that one because it literally more people have said that to me than I could ever count. Yeah. And my unpopular opinion is you hate marketing because You're not doing anything to make it better. Like, you've just rolled over and accepted that marketing is too hard.

Or, I, I'm not smart enough, I don't know enough to do marketing well. And that's a bunch of bullshit. Like, I, my background, I did not go to business school. I do not have a degree in marketing. But I'm not crap at it. Like you can, anyone can learn this and it is a function of will. And so I, this is the tough love coming out.

I want everyone to dig deep when things get hard and work through it because marketing is a non negotiable for a successful business. And so if you keep telling yourself that you hate marketing, of course you're not going to do it. So please stop telling yourself that.

Laylee: Amazing. I agree. Obviously. I think that that is, that is the perfect unpopular opinion to share because it is one of the most frequently things said.

And it's, I did like a whole episode on blaming the algorithm when you get angry that things aren't working and it's just, it's really hard. That is such coaching, tough love. And I'm glad that you shared it. Cause if, if you're listening to the show, you already have accepted that. My life comes with a little bit of tough love in it, but I agree with it.

It's like you gotta, you gotta at some point take that role on and, and step up. Cause you can do it. Cause I know everyone can do it. And I love that about you. We're just the same and I love it.

Taylor: Yeah. You can, you have cheerleaders here, you guys, you know, this is, it is something that you are capable of doing.

Most people just bite off way more than they can chew in this space. So I will always encourage you. And I'm sure Laylee will back me up on this. Like, create a realistic plan, even if it feels super scaled back, if you can start to execute that plan like regularly, consistently, then you're going to start feeling like, Hey, this doesn't suck so much.

And Hey, I can actually do this. And you get the positive reinforcement. You need to, you know, keep moving forward. And you, I know you can do it. I know it.

Laylee: Amazing. Well, thank you for all your encouragement and all of your amazing insight and um, for sharing more about your business and your life with us.

Where can people connect with you best? So best,

Taylor: because like I said, I'm a geriatric millennial. I love Instagram. You will not, you will not do not DM me on TikTok because I will not see it for like weeks. Uh, so Enji's Instagram account is ENJI co. And our website is Enji.co. And if you wanna try out the tools and just see what they're like.

Everyone gets a two week free trial and hey. Y'all know someone, you know a guy who can get you an extension if you need it. So just if you need more time on your trial, just send, send us a message and I can hook you up.

Laylee: I love that hooking up our listeners. Amazing. Thank you so much for all your time.

Thank you so much for having me lately. This is fantastic. All right, friends, we'll catch you on the next episode. We've got a snack size episode coming at you next Monday. Have a good one. For show notes and resources mentioned on today's episode, head to so here's the thing, [podcast.com](https://www.podcast.com). This show is brought to you by the Creative Educator Academy, where we teach creative entrepreneurs how to teach, because I believe that industries thrive when experts can share their knowledge.

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